

by

Approved by the Department of Museum Studies

---

\*\*\*\*\*Mgppgyj "J chgtvgr g."Rj (F 0"Chairperson

Submitted to the Graduate Faculty of  
Baylor University in Partial Fulfillment of the  
Requirements for the Degree  
of  
Master of Arts

Approved by the

---

*Page bearing signature is kept on file in the Graduate School.*

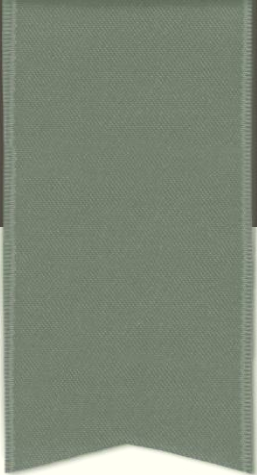
## ABSTRACT

Bubbles, Fizz, and Pop: My Summer at the Dr Pepper Museum and Free Enterprise Institute

Alyssa Nicole Chavira, M.A.

Mentor: Julie Holcomb, Ph.D.

This internship was focused on education and public programs at the Dr Pepper Museum and Free Enterprise Institute. There were three main components to my internship. The first was assisting and facilitating with two summer camp sessions and eventually leading the third session. The second was conducting tours and various public programs for field trips and visitors. As part of this, I was one of the first to lead a new interactive demonstration program. Finally, I developed monthly “Pop-Up” activities that revolved around various themes and holidays for visitors to participate in while they toured the galleries. I was very happy with how the internship was conducted, and I felt like my skills and abilities were challenged and honed.



# BUBBLES, FIZZ, AND POP: MY SUMMER AT THE DR PEPPER MUSEUM AND FREE ENTERPRISE INSTITUTE

Alyssa Chavira  
Master's Internship Presentation  
September 28, 2016

---

---

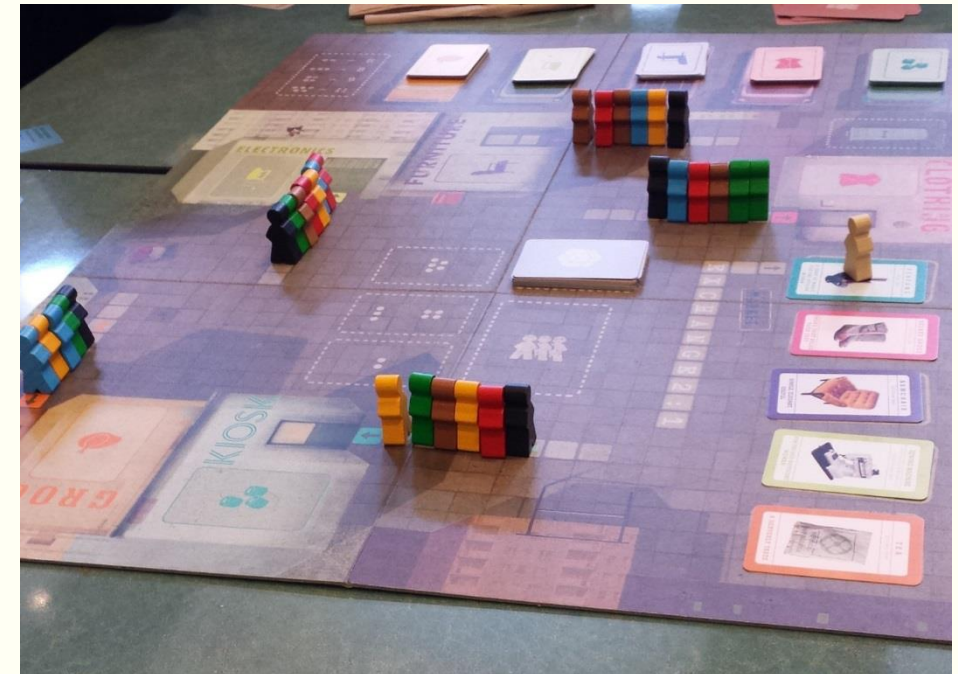
“The Museum’s mission is to **educate** and **entertain** the general public through the collection, preservation, interpretation, and exhibition of objects relevant to the history of the soft drink industry, and through that example, the free enterprise economic system.”

“Dr Pepper Museum - Who We Are.” <http://www.drpeppermuseum.com/About-Us/Who-We-Are.aspx>.

# Programs Internship

---

- Internship started May 23, 2016 and ended August 13, 2016
- Official duties included:
  - Tours:
    - Waco: Home of Dr Pepper Tour
    - Little Peppers
  - Programs:
    - Create a Soft Drink
    - Advertising and Marketing: Kids Style
  - Liquid Lab
  - Summer Camp
  - Special Project
- Also attended various meetings



# Bubbles: Summer Camp

---

- 3 sessions of Summer Camp held June 20-24, July 11-15, and August 1-5
- Order of operations:
  - Soda Pop Science
  - Invent and Create
  - Pop Art
  - Biz Smart
  - Soda Jerk Academy
- Camp Assistant in June & July
- Camp Leader in August













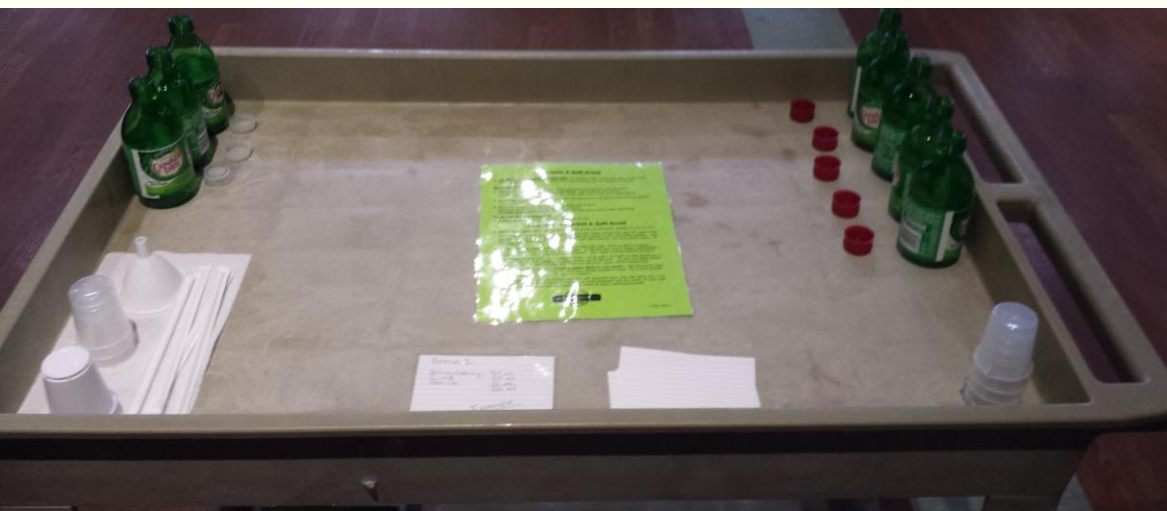


# Fizz: Create a Soft Drink and Liquid Lab

---

## Create a Soft Drink

- Program for ages 3<sup>rd</sup> grade and up
- Receive tour and then do activity as a team
- Team comes up with name, slogan, and logo



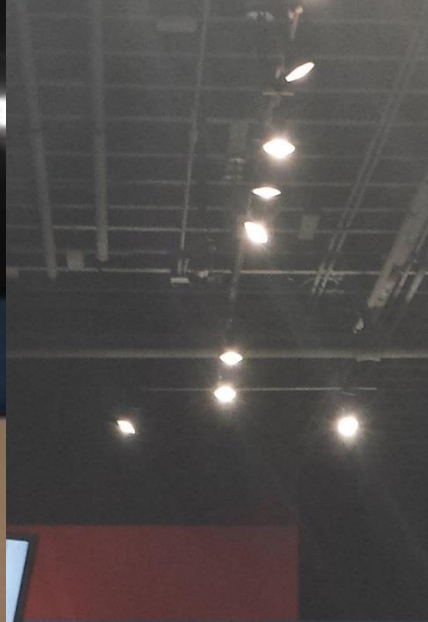
## Liquid Laboratory

- New more interactive program in new wing
- 3 shows/demonstrations a day\*
- Shows have various degrees of audience participation











Recipe for Delicious

Soda Pop Racing





# Pop: Pop-Up Saturdays

---

- Special Project: Develop come and go activities for families
- Originally titled Thematic Programming
- Now called Pop-Up Saturdays
- Still a work in progress!

